

ORDINANCE NO. 20191114-054

AN ORDINANCE WAIVING CERTAIN REQUIREMENTS UNDER CITY CODE CHAPTER 14-8 AND MODIFYING CERTAIN CITY CODE REQUIREMENTS UNDER CHAPTERS 4-20, 14-8, AND 25-10 FOR THE CITY CO-SPONSORED 2020 SOUTH BY SOUTHWEST CONFERENCES AND FESTIVALS TO BE HELD MARCH 9-22, 2020.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

PART 1. FINDINGS.

The council finds the following:

- (1) The City of Austin (the “City”) has been the host city for the South by Southwest (SXSW) Conferences and Festivals (the “SXSW Event”) Since the first SXSW Event in 1987; and
- (2) The SXSW Event brings hallmark cultural value to the City by featuring creative talent, including musical performers, film producers, technology trailblazers, and speakers who are leaders in their respective industries; and
- (3) The SXSW Event has grown into an internationally recognized event that attracts attendees and companies from all over the world to Austin, with an economic impact of over \$1.5 billion for the City over the past five years; and
- (4) The SXSW Event is a City co-sponsored event, providing a range of free public concerts and other popular cultural events attended by thousands of Austin residents annually; and
- (5) Austin is also the home of many events that occur in the downtown business district during the month of March, referred to as the “Spring Festival Season”. The SXSW Event is part of Spring Festival Season; and
- (6) It is important for venue owners and operators to properly manage the occupancy of venues and it is also important to facilitate safety closures in the right-of-way during Spring Festival Season; and
- (7) Council supports the creation, implementation, and inspection of a comprehensive traffic control plan that includes all event closures, pre-planned City safety closures, venue safety closures, and any additional street or lane closures deemed necessary by City staff for Spring Festival Season; and

- (8) Council supports safety closures deemed necessary by City staff in the Downtown area, including the 200 to 700 blocks of East 6th Street, 500 to 900 blocks of Red River Street, and 100 block of Rainey Street; and
- (9) The 2020 SXSW Event will be held March 9-22, 2020.

PART 2. Council waives certain closure notice requirements that allow affected individuals and neighborhood associations to object to street closures under City Code Chapter 14-8 (*Temporary Closure for Special Events and Block Parties*) for the 2020 SXSW Event.

PART 3. Council modifies the following City Code requirements and restrictions during the period of March 9-22, 2020. Nothing in these modifications is intended to waive required City staff approvals.

- (1) With respect to events during the Spring Festival Season that are produced or represented by SXSW for the 2020 SXSW Event, the restriction on maximum number of days for the use of sound equipment in City Code Section 4-20-43(J) (*Sound Equipment for Outdoor Special Event Venues*) is modified to allow the use of sound equipment for a maximum of 10 days during the Spring Festival Season.
- (2) With respect to events during the Spring Festival Season that are produced or represented by SXSW for the 2020 SXSW Event, City Code Section 4-20-33 (*Notice of A Special Event Application*) is modified to waive the applicable notice requirement.
- (3) With respect to events during the Spring Festival Season that are produced or represented by SXSW for the 2020 SXSW Event, City Code Section 25-10-157 (*Special Event Signs*) is modified as follows:
 - (a) Subsection 25-10-157(B)(1) is modified to allow a maximum of 10 projected special event signs; and
 - (b) Subsection 25-10-157(B)(2) is modified to allow projected special event signs that are a maximum of 75% of the area of a façade and are no larger than 9,000 square feet; and
 - (c) Subsection 25-10-157(C)(1) is modified to allow non-projected special event signs no larger than 360 square feet.
- (4) For events that are produced or represented by SXSW for the 2020 SXSW Event, City Code Subsection 25-10-157(D) (*Special Event Signs*) is further

modified to allow, subject to the director's approval, additional non-projected signs that provide direction to activities occurring at the special event. The director may disapprove a sign authorized by this paragraph if the director or his designee determines that the sign constitutes a threat to public health and safety or constitutes a traffic hazard.

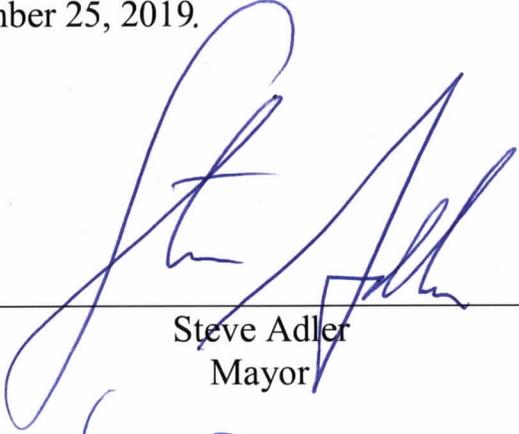
- (5) For events that occur during the Spring Festival Season, the deadline to submit a special event application is February 7, 2020, if the event will last 13 or fewer days, is held primarily on private property, and the estimated attendance per day is less than 2,500 attendees.

PART 4. This ordinance takes effect on November 25, 2019.

PASSED AND APPROVED

_____, November 14, 2019

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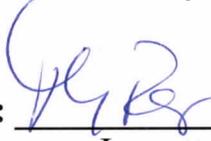
Steve Adler
Mayor

APPROVED:



Anne L. Morgan
City Attorney

ATTEST:



Jannette S. Goodall
City Clerk